CLAIM AMENDMENTS
CLEAN FORM

Please **AMEND** the claims as follows:

B1

1.   (AMENDED) A method, comprising:

receiving a signal that indicates at least one item;

ascertaining whether the at least one item is associated with an offer for a rebate;

generating a code if the at least one item is associated with an offer for a rebate;

outputting a signal that represents the code;

outputting an offer for a rebate in exchange for establishing a subscription to a periodical,

in which the subscription to the periodical is not the at least one item; and

charging an item price.

B2

26.   (AMENDED) The method of claim 25, in which the step of receiving a customer
identifier comprises:

receiving an account identifier that identifies an account.

B3

70.   (AMENDED) An apparatus, comprising:

means for receiving a signal that indicates at least one item;

means for ascertaining whether the at least one item is associated with an offer for a
rebate;

means for generating a code if the at least one item is associated with an offer for a
rebate;

means for outputting a signal that represents the code;

means for outputting an offer for a rebate in exchange for establishing a subscription to a
periodical, in which the subscription to the periodical is not the at least one item; and

means for charging an item price.

-2-

B3

71. (AMENDED) A computer readable medium encoded with processing instructions for implementing a method, the processing instructions for directing a computer to perform the steps of:

receiving a signal that indicates at least one item;

ascertaining whether the at least one item is associated with an offer for a rebate;

generating a code if the at least one item is associated with an offer for a rebate;

outputting a signal that represents the code;

outputting an offer for a rebate in exchange for establishing a subscription to a periodical, in which the subscription to the periodical is not the at least one item; and

charging an item price.

72. (AMENDED) An apparatus, comprising:

a processor;

a memory connected to the processor, the memory for storing a program for controlling the processor; and

the processor operative with the program to:

receive a signal that indicates at least one item;

ascertain whether the at least one item is associated with an offer for a rebate;

generate a code if the at least one item is associated with an offer for a rebate;

output a signal that represents the code;

output an offer for a rebate in exchange for establishing a subscription to a periodical, in which the subscription to the periodical is not the at least one item; and

charge an item price.